



Sears

Fall and Winter 1964

Velvet Dress
described on
Page 21

Index begins on page 791

SATISFACTION GUARANTEED
OR YOUR MONEY BACK



SEARS, ROEBUCK AND CO.
CHICAGO, ILLINOIS 60607

You can count on us





THE POSITIVE FLAIR FOR AFTER FIVE

1 Au courant costume.

Cardigan and side-zipped skirt of winter-white wool, mohair and nylon . . lined. Cardigan rimmed all-around with gold-color trim. Off-white acetate-and-rayon crepe sleeveless blouse; back-neck zip. Dry clean.

Misses' sizes 10, 12, 14, 16, 18. Please state size.

Shipping wt. 2 lbs. 12 oz.

N31 H 7854F \$30.00

2 Wool shell in a hand-

loomed knit is covered with hand-sewn iridescent beads and sequins. Silk-lined. Back-neck zipper. From Hong Kong. Dry clean.

Sizes 34, 36, 38, 40, 42. State correct size.

N7 H 8190F—Winter white

N7 H 8191F—Black

Shipping wt. 13 oz. . . \$29.90

3 Skirt of loopy wool, mo-

hair and other fibers. French waistband, side Zephyr® zipper, deep side slit. Fully lined. Dry clean.

Misses' sizes 8, 10, 12, 14, 16, 18. Please state size.

N7 H 4967F—Winter white

N7 H 4968F—Black

Shpg. wt. 1 lb. 8 oz. . . \$16.90

4 Duo in black acetate and

rayon crepe. Lace-ruffled jacket has a pink pseudo camellia. Back-zipped dress lightly scooped, front and back. Lined. Dry clean.

Misses' sizes 8, 10, 12, 14, 16, 18. Please state size.

Shipping weight 2 lbs.

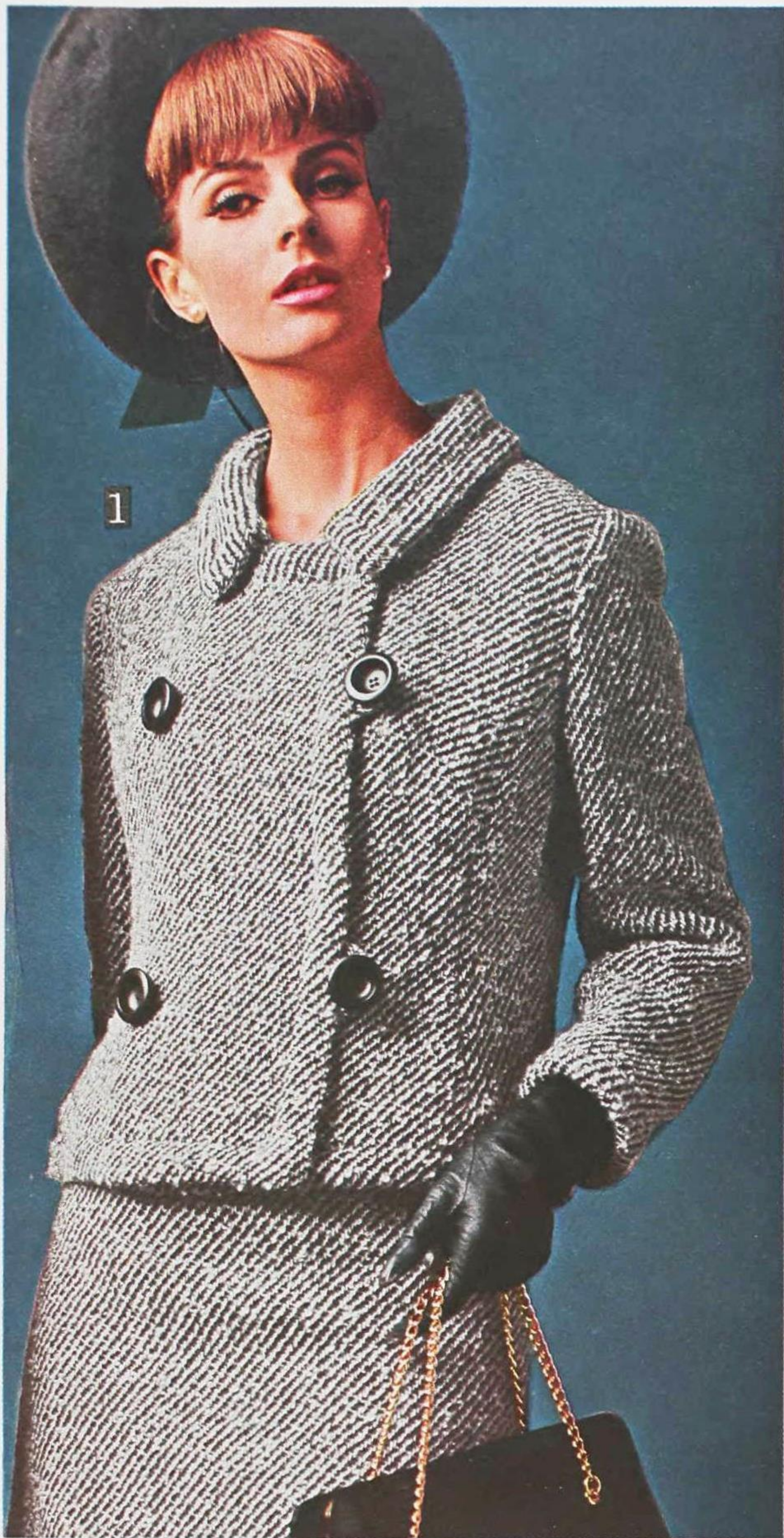
N31 H 7879F \$18.00

5 Flounced dress of black

acetate and nylon lace. Bodice snaps at side; full acetate lining is side-zipped. Attached nylon net petticoat. Dry clean.

Juniors and Misses. Sizes 7-8, 9-10, 11-12, 13-14, 15-16. State size. Wt. 1 lb. 12 oz.

N31 H 7877F \$22.00



DEFINITE ABOUT TAILORING AND TEXTURE

1 Softly tailored suit concisely curved in black-and-white loopy wool diagonal tweed. Welt seaming borders jacket with a new depth . . . unique buttons punctuate its handsome lines. Skirt shaped with controlled flare. Fully lined.

Misses' sizes 8, 10, 12, 14, 16. State correct size.
Shipping weight 4 lbs. 8 oz.
N17 H 3923F \$45.00

2 Dress, a straight shaft in deeply tweeded mohair and wool by Einiger Mills. Attractively draped and yoked in front; back-zippered. Fully lined. Dry clean.

Misses' sizes 10, 12, 14, 16, 18. State correct size.
N31 H 7875F—Bittersweet, blue and gold multicolor
N31 H 7876F—Coral, olive and lilac multicolor.
Shipping wt. 2 lbs. . . \$25.00

3 Shown on opposite page. Coat, briskly flapped and brightly buttoned, has companion skirt . . . a handsome two-piece fashion in nubby-textured, diagonal-weave wool. Both are fully lined; coat is interlined. Cowl-collared blouse sold on page 92.

Misses' sizes 8, 10, 12, 14, 16. Please be sure to state correct size. Shipping weight 5 pounds 8 ounces.
N17 H 3931F—Camel tan
N17 H 3932F—Cranberry red
\$7.00 monthly cash \$69.50

MEASURE . . see chart on page 812. For Hats, Bag and Gloves . . see index

Do you have your "Charge Account" at Sears yet? . . see page 787



3



Hairbow of double-fabric cotton and rayon grosgrain. About 9 in. Metal barrette on back.
88H8519—Turquoise blue
88H8520—Black
Wt. 2 oz.....\$1.00



\$9.84 Smash shift stars a dramatic print; boldly sleeved. Firmly woven imported cotton. Back zipper. Dry clean. Juniors and Misses. Sizes 7-8, 9-10, 11-12, 13-14, 15-16. State size. Shpg. wt. 1 lb. 2 oz.
V31 H 5170F—Maple tan with black.....\$9.84
V31 H 5171F—Medium blue with black... 9.84

\$11.84 Ruffly shift of flower-patterned acetate and nylon lace. Empire bodice . . neckline scoops low in front. Lined. Sash belt and back zipper. Dry clean. Junior sizes 7, 9, 11, 13, 15. State size.
V31 H 6113F—Black V31 H 6114F—Red
Shipping weight 11 ounces.....\$11.84

\$5.54 Zingy shift of woven striped acetate and cotton seersucker. Empire-style; back-zipped. Machine wash, warm. Juniors and Misses. Sizes 7-8, 9-10, 11-12, 13-14, 15-16, 17-18. State size. Shpg. wt. 9 oz.
V31 H 1704F—Blue with black.....\$5.54
V31 H 1705F—Deep red with black..... 5.54

MEASURE TO BE SURE . . see measurement charts on page 812



\$12.54 Beguiling cotton velveteen empire-style, lightly fitted; wear with or without sash incl. Low neckline front and back. Back zipper. Dry clean.
 Junior sizes 7, 9, 11, 13, 15. State size.
 V31 H 6110F—Red V31 H 6111F—Black
 Shipping weight 15 ounces. \$12.54

\$7.84 Skimmy shift in black and white checked cotton knit... can be worn with belt (included). Pert collar and cuffs margined in black. Pullover-style. Dry clean.
 Juniors and Misses. Sizes 7-8, 9-10, 11-12, 13-14, 15-16. Please state correct size.
 V31 H 4554F—Shipping weight 15 ounces. \$7.84

\$6.84 Batik-type printed dress in dark brown, blue, green and beige cotton broadcloth. Discreet empire surplice bodice. Back zipper. Machine wash, medium.
 Juniors and Misses. Sizes 5-6, 7-8, 9-10, 11-12, 13-14. Please state correct size.
 V31 H 4556F—Shipping weight 12 ounces. \$6.84

Sears "Charge Account" makes all your buying easier . . see page 787



**A REAL
COMPLEMENT
.. STRETCH
PANTS
WITH THESE
BOLD TOPS**



Helmet. Hand-crocheted wool. Chin strap with side button closing. Hand washable. Fits all.
N78 H 2610—White
N78 H 2611—Black
Shipping weight 8 oz. **\$3.97**

Poncho. Mohair, wool and nylon. Heather gray, pistachio and winter-white. Under-arm snap closing. Fits all. Dry clean. For turtle-neck-top, see page 107.
N7 H 8192—Wt. 1 lb. 7 oz. **\$15.90**

Long Raglan Sweater. Worsted wool knit. Winter-white with heather gray tones. Dry clean.
Misses' sizes S(8-10); M(12-14); L(16-18). State size letter S, M or L. Shpg. wt. 2 lbs. 10 oz.
N7 H 8292F..... **\$26.90**

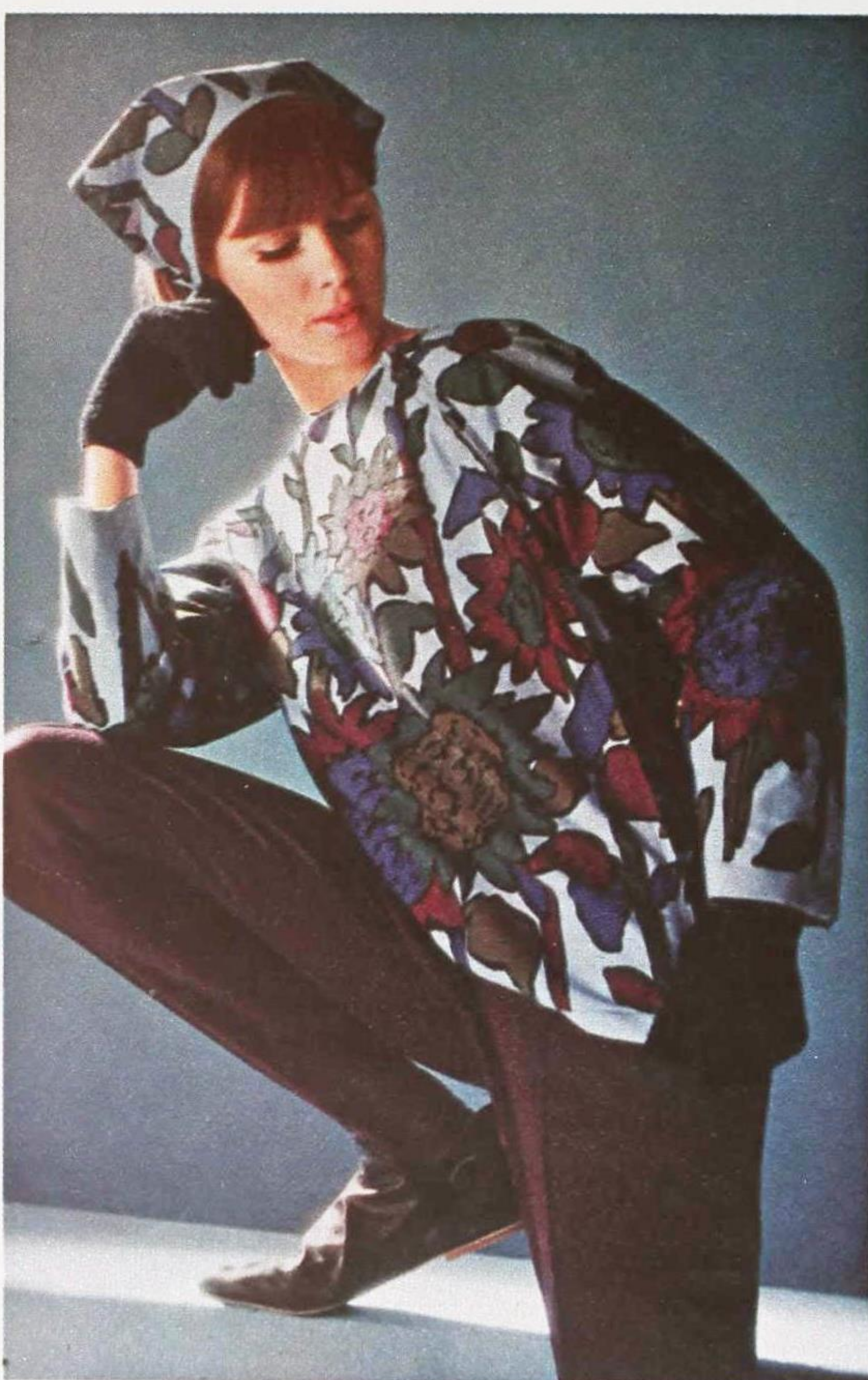
Side zipped Jacket. Zip pocket on sleeve, another at side; raglan sleeves. Matching triangular kerchief with ties. Multicolor screen-printed cotton poplin; lining of nylon quilted to Dacron® polyester. Hand washable.
Misses' sizes S(8-10); M(12-14); L(16-18). State size letter S, M or L. Shpg. wt. 1 lb. 2 oz.
N7 H 1415F..... **\$14.90**

Vertical Stretch Pants. New snap-off stirrups; stitched creases; non-snap side zipper. Bone and eggplant colors in Royal Adagio® fabric of viscose rayon and stretch nylon . . feels like suede. Heather gray color in Adagio® . . stretch nylon, viscose rayon and acetate that feels like gabardine. Dry clean.

TINY fits 5 ft. 2 in. or under. Juniors' and Misses' sizes 7-8, 9-10, 11-12, 13-14, 15-16.
N7 H 830F—Light bone color
N7 H 828F—Eggplant (wine)
N7 H 829F—Heather gray
State size. Shpg. wt. 1 lb. . **\$8.90**

TYPICAL . . 5 ft. 3 in. to 5 ft. 6 in. Juniors' and Misses' sizes 7-8, 9-10, 11-12, 13-14, 15-16, Misses' size 18.
N7 H 833F—Light bone color
N7 H 831F—Eggplant (wine)
N7 H 832F—Heather gray
State size. Shpg. wt. 1 lb. . **\$8.90**

TALL fits 5 ft. 7 in. and over. Juniors' and Misses' sizes 9-10, 11-12, 13-14, 15-16. Misses' 18.
N7 H 836F—Light bone color
N7 H 834F—Eggplant (wine)
N7 H 835F—Heather gray
State size. Shpg. wt. 1 lb. . **\$8.90**

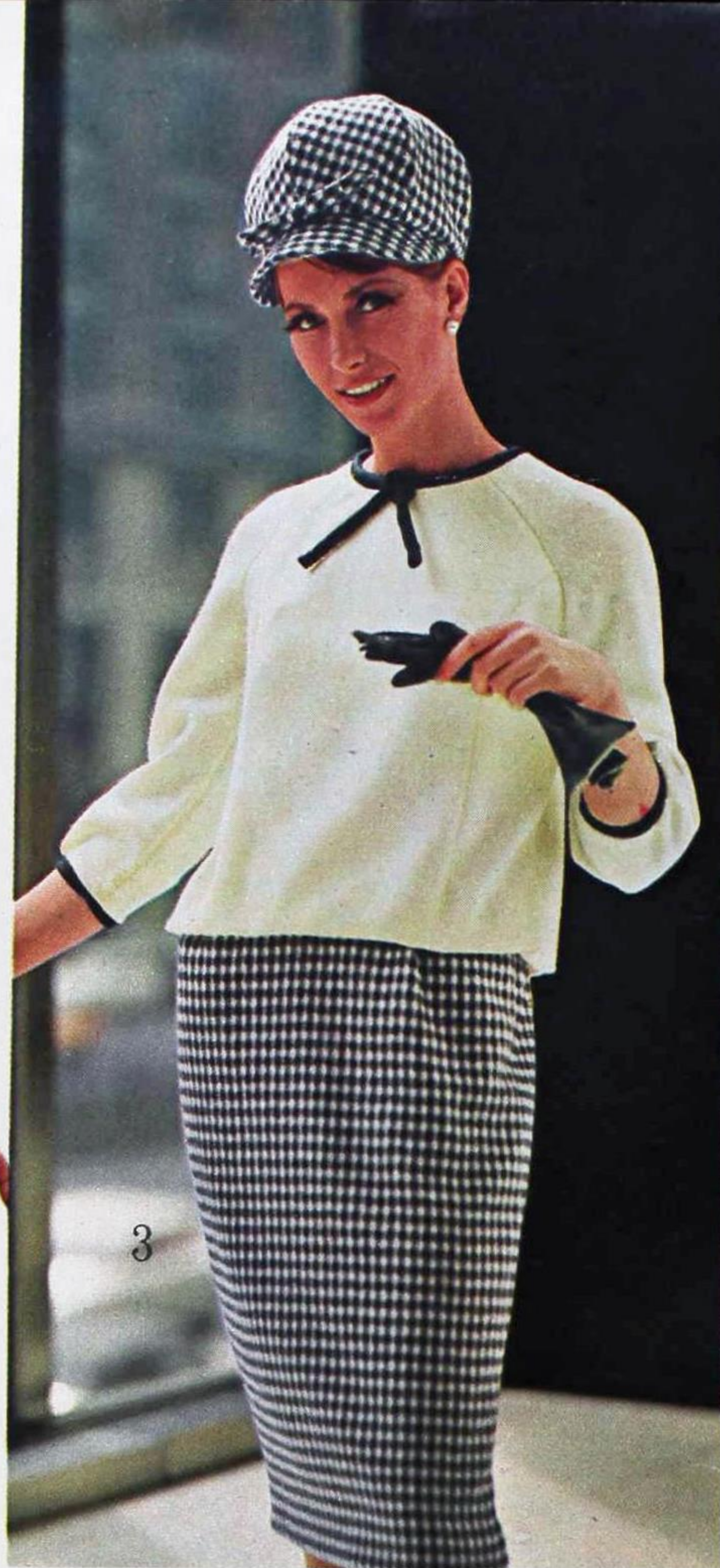


*"Charge It"
if you wish
.. see page 787*

Three-piece Set. Black pullover and pants of vertical-stretch Royal Adagio®...viscose rayon and nylon that looks like suede. U-neck pullover has rib-knit trim. Pants have snap-off stirrups, snagproof side zipper, stitched creases, Pellon® reinforcement at leg openings. White turtleneck dickey of Orlon® acrylic knit. Dry clean.

Misses' sizes 8, 10, 12, 14, 16, 18. Please state correct size.
N7 H 5147F—Shipping weight 1 pound 7 ounces.....\$18.90





SHOWN ON OPPOSITE PAGE

1 Coat, an exciting stroke of wool melton cloth, punctuated with low-placed belt. Back shaped with subtle seams, zinged with inverted pleats. Convertible collar; hand-bound buttonholes. Milium insulated acetate satin lining.

Juniors' sizes 7, 9, 11, 13. State size.

N17 H 4467F—Red

N17 H 4466F—White

Shipping weight 4 pounds 10 ounces. **\$26.50**

2 Raincoat with matching belt and triangular-shaped headscarf included. Shiny black crocodile-grained vinyl. From England.

Juniors and Misses. Sizes S(9, 10, 11, 12); M(13, 14, 15, 16); or L(17, 18, 20).

Please state size letter S, M or L.

88 H 5239F—Shipping weight 1 lb. 8 oz. **\$5.95**

3 Wool blouson dress in checks and solid-color. Lined. Back zipper. Dry clean.

Junior sizes 7, 9, 11, 13, 15.

N31 H 7612F—White with black and white

N31 H 7613F—White with red and white

State size. Shipping weight 2 lbs. 6 oz. **\$17.50**

Petite Junior sizes 5P, 7P, 9P, 11P, 13P.

N31 H 7614F—White with black and white

N31 H 7615F—White with red and white

State size. Shipping weight 2 lbs. 6 oz. **\$17.50**

Matching wool cap. Fits 21¾ to 22½ inches.

N78 H 2615—Black and white

N78 H 2616—Red and white

Shipping weight 14 ounces. **\$3.97**

4 Overtop, a glamorous mimic in dark brown pile of modacrylic and fur fibers on cotton back. Twin-pocketed; side-vented; back-zipped; fully lined. Furrier clean. Turtleneck-top not included. Skirt is sold on page 99.

Juniors and Misses. Sizes S(5, 6, 7, 8);

M(9, 10, 11, 12); or L(13, 14, 15, 16).

Please state size letter S, M or L.

N17 H 8122F—Shipping weight 3 lbs. **\$35.00**

SHOWN ON THIS PAGE

5 Easy-to-wear fashion in three parts . . the total look, one of feminine haberdashery.

Sleeveless pullover. Red wool flannel. V-neckline; mock pockets; side slits. Dry clean.

Misses' sizes 8, 10, 12, 14, 16, 18.

V7 H 6055F—State size. Shpg. wt. 7 oz. **\$5.90**

Ruffled overblouse. White Arnel® itracetate crepe. V-neckline; long sleeves; back button closing. Hand washable.

Misses' sizes 8, 10, 12, 14, 16, 18.

V7 H 6054F—State size. Shpg. wt. 8 oz. **\$5.90**


Pleated skirt. Black and white houndstooth-checked wool. Side zipper. Dry clean.

Misses' sizes 8, 10, 12, 14, 16, 18.

V7 H 6056F—State size. Shpg. wt. 13 oz. **\$7.90**

*Just call Sears and say
"Charge It" . . see page 787*





The cape costume, 3 parts with an independent spirit. Cape, a great swagger in black and white herringbone tweed of 85% wool and 15% nylon, flaunts an explosive red lining of acrylic pile, cotton-backed; black leather trim; snap closing. Matching tweed skirt is lined. Black bulky-knit sweater of Orlon® acrylic has mock turtle-neck; back neckline zipper. For hat by Amy of New York, see page 116.

Misses' sizes 8, 10, 12, 14, 16. Please state size.

3-piece Costume

Shipping weight 6 lbs. 8 oz.
N17 H 3928F \$49.90

Cape only

Shipping weight 5 lbs. 12 oz.
N17 H 3929F \$39.90

LIMBER WOOL KNIT

Two smart parts, imported from Italy. Sleek blue pullover-shift is striped-off with beige in front and casually sashed with a slip-through self-tie. Full-fashioned beige blouse is ringed with blue at collar and cuffs; back neck zipper. Dry clean.

Misses' sizes 10, 12, 14, 16, 18. Please state correct size. Shipping weight 1 pound 10 oz. N31 H 8248F.....\$29.50

THE WELL-PUT-TOGETHER LOOK

Cape and Skirt of camel-tan cotton corduroy with new deep texture, a triple-ribbed wide-wale. Toggle-closed cape is lined with blue and brown paisley-printed combed cotton twill. Side-zippered skirt has a walking slit in the back. Dry clean.

Misses' sizes 8, 10, 12, 14, 16, 18. Please state correct size. Shipping weight 2 pounds 5 oz. V7 H 6058F.....\$18.90

Blouse of combed cotton twill paisley-printed blue and brown to match the cape lining. Button front. Attached kerchief-tie. Hand wash separately.

Misses' sizes 8, 10, 12, 14, 16, 18. State size. Shpg. wt. 6 oz. V7 H 6057F.....\$4.90

Hat of camel-tan cotton corduroy. Fits 21¾ to 22½ inches. N78H2605-Shpg. wt. 12 oz.\$4.97

DAPPER NEW LINE

Raincoat, striking a definite shape with a hip-slung belt that pulls through the slotted tabs. Crisp rayon-and-acetate twill. Water repellent. Lined.

Juniors and Misses. Sizes 5-6, 7-8, 9-10, 11-12, 13-14, 15-16, 17-18. Please state correct size. N17 H 9161F—Iridescent blue N17 H 9162F—Iridescent beige Shipping weight 3 lbs....\$17.90



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COUTURE DESIGNS by CLAUDE RIVIERE

Originated in Paris;
made in the U. S. A.

1 Suit, disarmingly gentle . . . a new precision of fit. Nub-textured boucle: 98% wool, 2% nylon. Fully lined. Misses' sizes 8, 10, 12, 14, 16. State size. Shipping weight 3 lbs. 4 oz. N17 H 3925F—Celery green
N17 H 3926F—Black
\$6.00 monthly cash **\$59.50**

2 Coat, suave sophistication in wool melton cloth. Artfully shaped and seamed front interest . . . back is straight. Acetate satin lined; warmly interlined. Misses' sizes 8, 10, 12, 14, 16. State size. Shipping weight 5 pounds 6 oz. N17 H 4481F—Putty green
N17 H 4482F—Black N17 H 4483F—Red
\$8.00 monthly cash **\$79.50**

3 Princess-slim dress of a textured wool by Einiger Mills. Button-trimmed front yoke. Hidden back zipper. Fully lined. Dry clean. Misses' sizes 8, 10, 12, 14, 16, 18. N31 H 7800F—Aqua blue
N31 H 7801F—Bright red
State size. Shpg. wt. 2 lbs. 4 oz. **\$33.00**

4 Costume of a textured wool by Einiger Mills. Jacket, all gently curving lines. Front-yoked dress with hidden back zipper. Lined. Dry clean. Misses' sizes 8, 10, 12, 14, 16, 18. N31 H 7823F—White N31 H 7824F—Black
State size. Shipping weight 2 lbs. 12 oz. . . **\$39.00**

5 Glittering princess dress, cleverly seamed in a gossamer-weight imported fabric . . . an unusual blend of nylon, gold-color Mylar® metallic and rayon. Fully lined, with a hidden back zipper. Dry clean. Misses' sizes 8, 10, 12, 14, 16. N31 H 7785F—Pink N31 H 7786F—Aqua green
State size. Shipping weight 1 lb. 11 oz. **\$37.00**

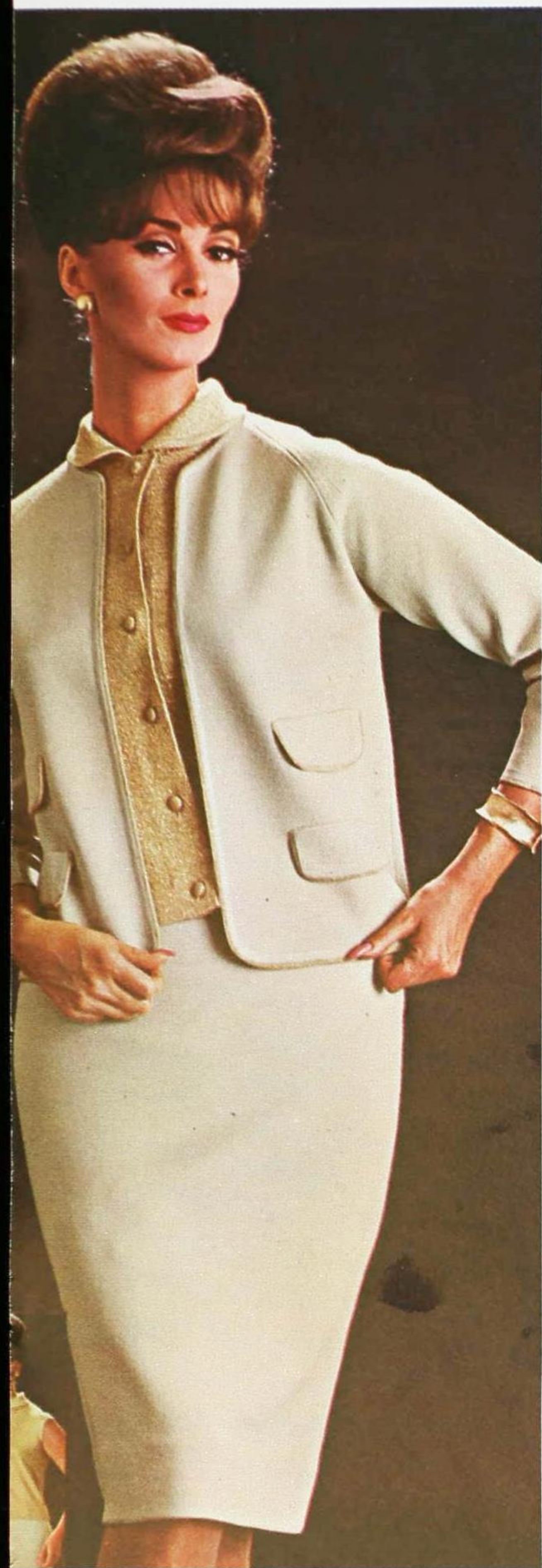
MEASURE AND BE SURE . . see charts on page 812

For Hats, Handbags and Gloves shown here and on the opposite page..see Millinery, Handbag and Glove pages

"Charge It" if you wish . . see page 787







For Hat by Belmar, see page 116



OUR INTERNATIONAL COLLECTION featuring Imported Wool Double-Knit

For day or after dark, double-knit wool jacket and skirt with blouse and accent-banding of gold-color knit Lurex® metallic. Jacket has pretend pockets. Slim skirt has elastic waist, side zipper. From Italy. Dry clean.

Misses' sizes 10, 12, 14, 16, 18.

N31 H 8244F—Beige

N31 H 8245F—Medium moss green

State size. Shpg. wt. 2 lbs. 4 oz. \$37.50

Town dash, done in two tones of double-knit wool. Pocketed walking coat. Back-zip pull-over blouse with front inset. Side-zippered skirt with elastic waist. From Italy. Dry clean.

Misses' sizes 10, 12, 14, 16, 18.

N31 H 8242F—Medium blue with light blue

N31 H 8243F—Taupe brown coat and skirt; beige blouse with taupe inset; beige accents

State size. Shipping weight 3 lbs. \$44.50

Jacket of mohair, wool and nylon knit. Back-zip pull-on and side-zip elastic-waist skirt of double-knit wool. From Italy. Dry clean.

Misses' sizes 10, 12, 14, 16, 18.

N31 H 8246F—Lilac pull-on, skirt and trim on jacket; lilac, pink, aqua and white jacket

N31 H 8247F—Gold pull-on, skirt and trim on jacket; gold, orange, tan and white jacket

State size. Shpg. wt. 2 lbs. 8 oz. \$36.50

MEASURE TO BE SURE . . for information and charts, see page 812.

Sears "Charge Account" makes all your buying easier . . see page 787

Smart buttons dramatize a costume of tweeded and smooth double-knit worsted wool. Half-lined skirt side-zipped, elastic-waisted. Pocketed jacket faced to match overblouse. From England. Dry clean.

Misses' sizes 10, 12, 14, 16, 18. Shorter Women's sizes 12½, 14½, 16½, 18½, 20½, 22½. State correct size. Shpg. wt. 2 lbs. 8 oz.

N31 H 8270F—Dark and med. green tweed; med. green blouse. **\$44.50**
N31 H 8271F—Peacock/lt. blue tweed; peacock blue blouse. **\$44.50**

In the pink of fashion, this brilliant costume of double-knit worsted wool. The jacket and side-zipped, seat-lined skirt are in a color-flecked textured plaid. Jacket has facing and attached buttoned cuffs that match the pullover-styled, short-sleeved blouse. Imported from England. Dry clean.

Misses' sizes 10, 12, 14, 16, 18. State correct size.

N31 H 8272F—Shipping weight 2 pounds 8 oz. **\$44.50**



PRINT- SPLASHED SILKS

... U.S.A. styled with a
look of beautiful nonchalance

1



1 Blouson dress in misty-color surah. Back-zippered fitted underbodice... button-back blouson bodice. Lined. Dry clean.

Misses' sizes 8, 10, 12, 14, 16, 18. State correct size.

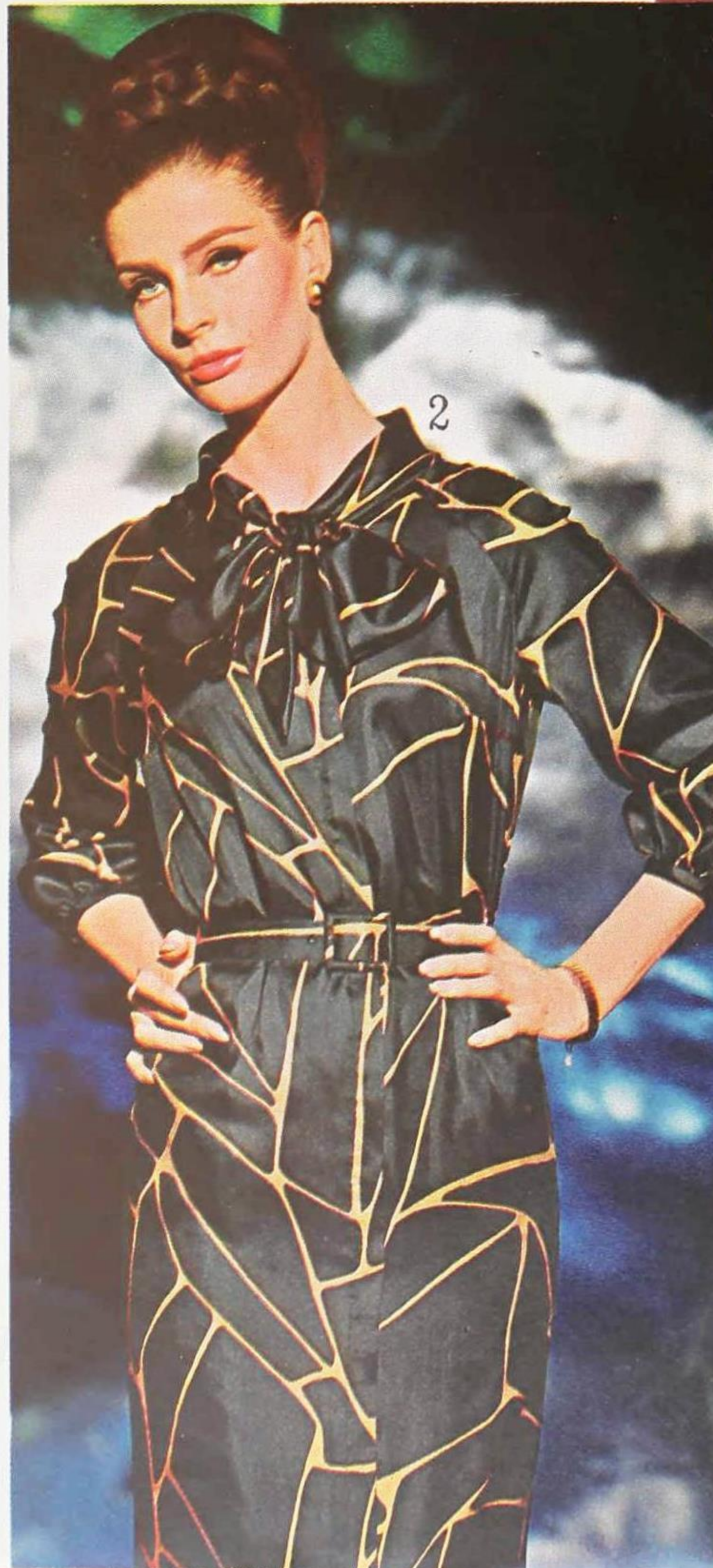
N31 H 7834F—Pink and light tan
N31 H 7835F—Lime green and light tan

Shpg. wt. 1 lb. 12 oz....\$22.75

2 Shift in strikingly patterned black and camel tan surah. Styled with bow-tied roll collar, billowy raglan sleeves. Front zipper. Lined. Dry clean.

Misses' sizes 8, 10, 12, 14, 16. Please state correct size.

Shipping weight 1 lb. 13 oz.
N31 H 7844F.....\$25.75



2

3



3 Step-in shirtdress of lush-colored broadcloth. Romantic poet's collar and sleeves with turn-back cuffs. Bodice and skirt are lined. Dry clean.

Misses' sizes 10, 12, 14, 16, 18.

N31 H 7850F—Bright green and blue
N31 H 7851F—Bright rose and pink
State size. Wt. 1 lb. 12 oz....\$24.75

Tall Misses' sizes 12T, 14T, 16T, 18T. Please state correct size.

N31 H 7852F—Bright green and blue
N31 H 7853F—Bright rose and pink
Shipping weight 1 lb. 12 oz....\$25.75

MEASURE . .
see the charts on page 812

Necklace of gold-color metal. Intriguing, textured balls strung on supple chain. 17½ inches long. 10% Federal Excise Tax included in the price.

Shipping weight 3 oz.
4 H 3918E.....\$5.50

BROCADED PALACE SILKS FROM HONG KONG

detailed with exquisite care, both inside and out

1 Two-piece dress. Frog-trimmed top with hand-bound button-holes and covered buttons at back closing. Slender skirt with side zipper, reinforced waistband. Lined. Dry clean. Misses' sizes 8, 10, 12, 14, 16. State correct size.

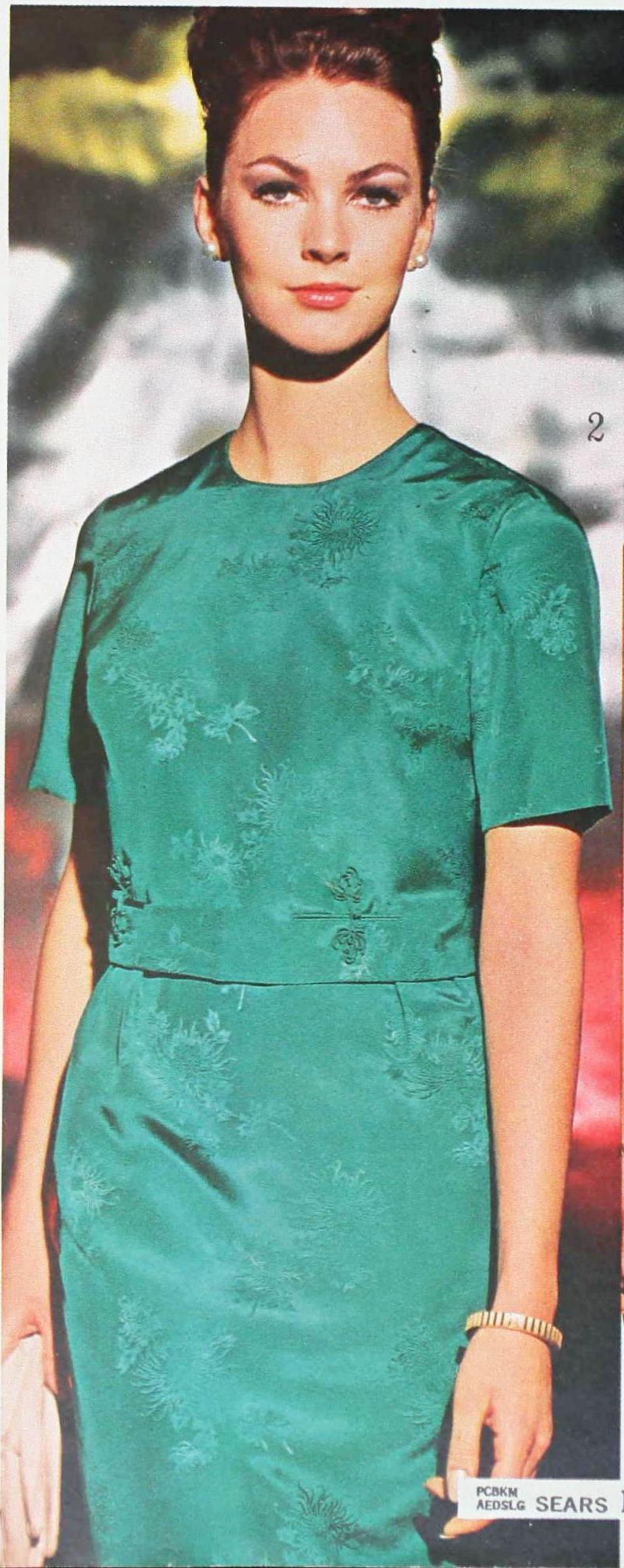
N31 H 7825F—Peacock blue. Shpg. wt. 1 lb. 8 oz. . . . \$26.75

N31 H 7826F—Emerald green. Shpg. wt. 1 lb. 8 oz. . . . 26.75

2 Costume. Back-zippered dress, scooped neckline, front, back. Jacket with frog-closed pockets . . back closing: covered buttons, hand-bound buttonholes. Lined. Dry clean. Misses' sizes 10, 12, 14, 16, 18. State correct size.

N31 H 7827F—Emerald green. Shpg. wt. 1 lb. 14 oz. . . \$29.75

N31 H 7828F—Peacock blue. Shpg. wt. 1 lb. 14 oz. . . . 29.75



Natural brown mink 2, 3, 4 and 5-skin scarfs. Each skin, full and plump, is about 25 inches long from tip of nose to tip of tail. 10% Federal Excise Tax included.

Shipping weight 2 lbs.

2-skin Scarf
P17 H 754CE \$65.00

3-skin Scarf
P17 H 755CE \$95.00

4-skin Scarf
P17 H 756CE \$123.00

5-skin Scarf
P17 H 757CE \$149.00



4 skins
illustrated

LUSTRE KNITS OF ACETATE..

a luxurious double-knit texture that has
the look of silk and a wonderful un-clingy fit

1 Inspired pairing. Pullover top and gentle bow-trimmed skirt. Both with back zipper closing. Dry clean. Juniors and Misses. Sizes 7-8, 9-10, 11-12, 13-14, 15-16.

Floor-length

N31 H 7838F—Aqua green top with dark green skirt

N31 H 7839F—White top with black skirt

State correct size. Shipping weight 2 lbs. 4 oz. . . . \$23.00

Street-length

N31 H 7841F—White top with black skirt

N31 H 7840F—Aqua green top with dark green skirt

State correct size. Shipping weight 2 lbs. 2 oz. . . . \$20.00

2 Sleek shift clearly defined with welt seaming, beautifully draped about the neckline. Pullover style with back zipper. Wear belted or unbelted. Dry clean.

Misses' sizes 8, 10, 12, 14, 16, 18.

N31 H 7829F—Sand beige

N31 H 7830F—Black

State correct size. Shipping weight 2 pounds. . . . \$21.00





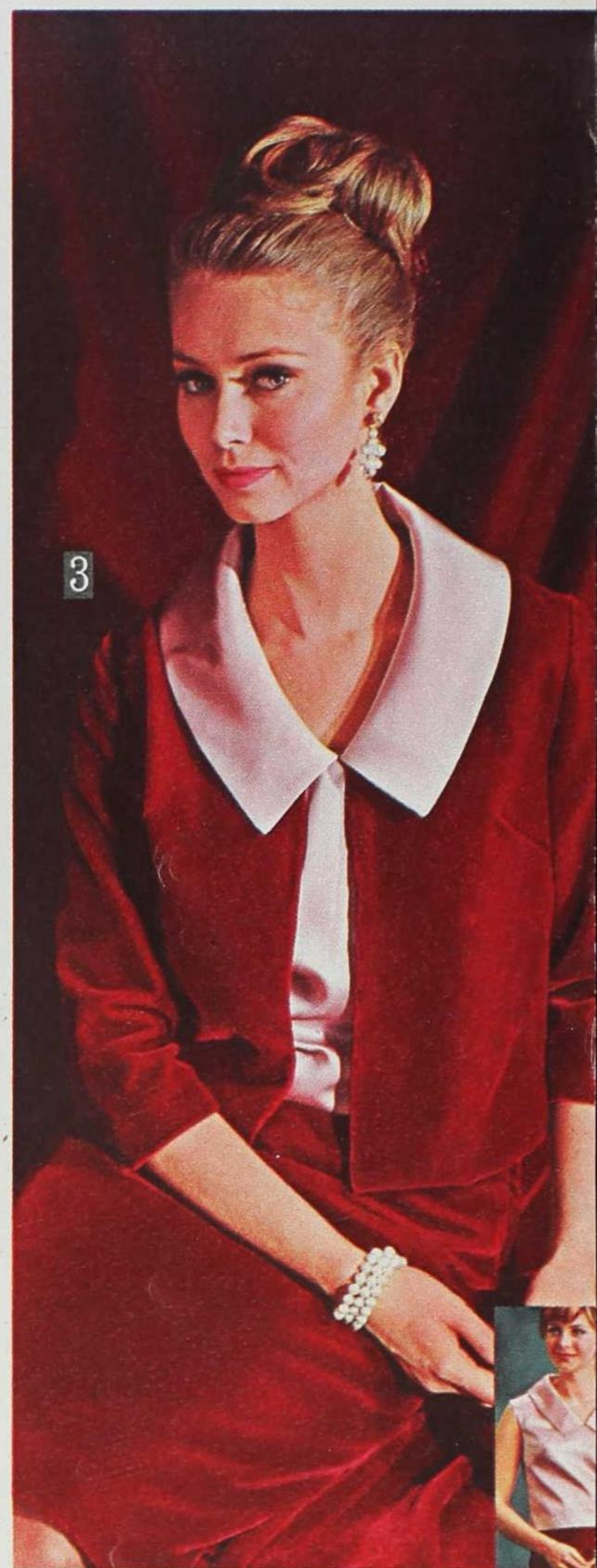
1 Party dress . . graceful, belled skirt is Pellon®-lined; bodice is acetate-lined. Long back zipper. Rayon. Dry clean. Juniors and Misses. Sizes 7-8, 9-10, 11-12, 13-14, 15-16. Please state correct size.
N31 H 7664F—Emerald green
N31 H 7665F—Black
Shpg. wt. 2 lbs. 10 oz. . . **\$23.50**

2 Ball gown, its waist circled with sparkling rhinestones and beads. Long back zipper. Rayon, fully lined. Dry clean. Juniors and Misses. Sizes 7-8, 9-10, 11-12, 13-14, 15-16. Please state correct size.
Floor length
N31 H 8008CF—Dark blue
N31 H 8009CF—Black
Shipping weight 3 lbs. . . **\$29.50**
Street length
N31 H 8010F—Dark blue
N31 H 8011F—Black
Shipping weight 2 lbs. . . **\$26.50**

MEASURE . .
see charts on page 812



Elegance stated
softly but
superbly in
VELVET



3 Theatre suit . . 3-part drama for important occasions. Jacket and side-zip skirt of rayon velvet, fully lined. Gleaming acetate satin pullover blouse has side zipper. Dry clean. Juniors and Misses. Sizes 7-8, 9-10, 11-12, 13-14, 15-16. Please state correct size.
N31 H 7706F—Ruby red with pale pink blouse
N31 H 7707F—Black with white blouse
Shpg. wt. 2 lbs. 10 oz. . . **\$28.50**



CREPE FOR GLAMOUR AND CHIC

1 Shoulder-draped black sheath. Acetate and rayon, fully lined. Back zipper. Dry clean. Pin not incl.; sold below at right. Misses' sizes 10, 12, 14, 16, 18, 20. State size. Shipping weight 1 pound. N31 H 7234F**\$13.84**

2 Two-piece dress. Black cowl-neck sheath zips in back . . pools its talents with a white weskit laminated to foam backing. Acetate and rayon, fully lined. Dry clean. Juniors and Misses. Sizes 7-8, 9-10, 11-12, 13-14, 15-16. Please state correct size. N31 H 7781F—Shpg. wt. 2 lbs. 8 oz . . **\$16.84**

3 Ruffled sheath has hidden hook-and-eye . . neckline may be plunging or demure. Acetate and rayon. Lined. Back zip. Dry clean. Misses' sizes 10, 12, 14, 16, 18. N31 H 7814F—Off-white N31 H 7815F—Black State size. Shpg. wt. 2 lbs. 2 oz **\$16.84**

4 Gold-color metal jewelry. Pin by Bergere. 1 3/4-inch diameter. Simulated stones. 10% Fed. Exc. Tax incl. 4 H 3920E—Shipping weight 3 oz . . . **\$6.60** Bracelet, a 3/8-inch wide cuff. From West Germany. 10% Fed. Exc. Tax included. 4 H 3919E—Shipping weight 2 oz . . . **\$3.30**



2



3

1 Clutch bag in alligator-grained plastic . . . a smart accessory with a luxury look, right for any occasion. About 8x6x2 inches. Rayon-lined. 10% Federal Excise Tax included.
88 H 1200E—Alabaster color (oyster white)
88 H 1201E—Black
Wt. 1 lb. 2 oz. . . . \$3.77

2 Two-piece textured wool dress glows with rhinestone sunbursts. Overblouse zips up the back, skirt at side. Fully lined to keep its good shape and fit. Dry clean.
Juniors and Misses. Sizes 7-8, 9-10, 11-12, 13-14, 15-16. State correct size.
N31 H 7729F—White
N31 H 7730F—Light blue
Shpg. wt. 2 lbs. 4 oz. . . \$19.84

3 Two-part magic. Misty rayon chiffon dress with swirling skirt, 6-inch hem, long back zipper. Jacket of Mylar® metallic, acetate and nylon has front hooks, bow trim, fully lined. Dry clean.
Misses' sizes 10, 12, 14, 16, 18, 20. Please state size.
N31 H 8020F—Light beige
N31 H 8021F—Turquoise blue
Shpg. wt. 2 lbs. 3 oz. . . \$23.84

GLITTER-TOUCHED FASHIONS

MEASURE TO BE SURE . . for charts and information see page 812

CRISP KNITS IN ZEFKROME* ACRYLIC

They have the look of worsted wool, yet can be hand washed separately, drip-dried without blocking



Two parts with a natty three-piece air. Back-zippered camel-tan overblouse has twin sliver pockets and a bow-trimmed gray neckline inset that echoes the gray of the slim elastic-waisted skirt. For Emme Boutique Hat, see page 115.

Misses' sizes 10, 12, 14, 16, 18.
State size. Shpg. wt. 2 lbs. 4 oz.
N31 H 8206F.....\$18.84

MEASURE . .
see charts on page 812



1 Swagger shirtdress with eased bodice, back yoke, cuffed dolman sleeves. Step-in style. Scarf is sold below.

Misses' sizes 10, 12, 14, 16, 18, 20.
N31 H 7720F—Azure blue
N31 H 7721F—White
State size. Wt. 2 lbs. 7 oz. . . . \$16.84

Tall Misses' sizes 12T, 14T, 16T, 18T. Please state correct size.
N31 H 7722F—Azure blue
N31 H 7723F—White
Shipping weight 2 lbs. 7 oz. . . . \$17.84

2 Fan-pleated dress with set-in waistband. Back zipper. Pin not included. For Hat by Betmar, see page 116.

Misses' sizes 10, 12, 14, 16, 18.
N31 H 7748F—Orange
N31 H 7749F—Navy blue
State size. Shpg. wt. 2 lbs. 8 oz. \$17.84



Cravat in a multicolor paisley print . . pleated in back. Double-fabric acetate twill. Hand washable separately.
Shipping weight 2 oz.
88 H 8423 \$1.97

BONDED WOOL JERSEY

Alluring dresses Stay alluring when they are made of SAG-NO-MOR®-PLUS wool jersey, bonded to Certifab® acetate tricot. They keep their shape and smooth fit, are wonderfully comfortable to wear because of the "intimate apparel" fabric worn next to the skin. Dry clean.

\$14.50

1 Sheath with an elegant little ruff circling the neckline. Long back zipper.

Junior sizes 7, 9, 11, 13, 15.
Misses' sizes 8, 10, 12, 14, 16.
State correct size.

N31 H 7010F—Gold

N31 H 7011F—Bright navy blue

N31 H 7012F—Bright green

Shipping weight 1 lb. . . \$14.50

2 Sleeveless shift, with snappy gold-color buttons and chain belt, accented with mock pockets. Step-in style.

Juniors and Misses. Sizes 7-8, 9-10, 11-12, 13-14, 15-16.
Please state correct size.

N31 H 7016F—Bright green

N31 H 7017F—Gold

N31 H 7018F—Bright navy blue

Shipping weight 1 lb. . . \$14.50

3 Two-piece dress with the middy look. Overblouse has full-length back zipper. Skirt closes with side zipper.

Juniors and Misses. Sizes 7-8, 9-10, 11-12, 13-14, 15-16.
Please state correct size.

N31 H 7013F—Bright navy blue

N31 H 7014F—Bright green

N31 H 7015F—Gold

Shpg. wt. 1 lb. 4 oz. . . \$14.50

"Charge It" if you wish . . see page 787.





We've topped our Double-knit Cotton with a Misty Jacket of Cotton, Mohair and Nylon . . in the right size for you

- Junior
- Miss
- Shorter Woman
- Tall Miss

\$15.75

Three-piece outfit keeps its shape, shuns wrinkles, packs with ease. Sleeveless overblouse buttons up back. Skirt zips at side. Floral embroidery trims knit jacket, which is acetate-lined. Dry clean.

Junior sizes 7, 9, 11, 13, 15.
Misses' sizes 10, 12, 14, 16, 18.
Shorter Women's sizes 14½, 16½, 18½, 20½, 22½. State size.

N31 H 7762F—Bright rose with white

N31 H 7763F—Medium blue with white

N31 H 7764F—Black with white
Shpg. wt. 1 lb. 12 oz. . . **\$15.75**

Tall Misses' sizes 12T, 14T, 16T, 18T. State size.

N31 H 7765F—Bright rose with white

N31 H 7766F—Medium blue with white

N31 H 7767F—Black with white
Shpg. wt. 1 lb. 12 oz. . . **\$15.75**

Handbag shown is sold on page 29.



Pick a shifty dress or a sporty jumper, knit especially
for SEARS of IMPORTED SHETLAND WOOL



Fringed, deep cowl collar tops this stunning pull-over shift dress. Hand washable separately.

Juniors and Misses. Sizes 7-8, 9-10, 11-12, 13-14, 15-16. Please state correct size.

N31 H 8321F—Pearl white

N31 H 8322F—Light blue

Shipping weight 2 pounds 4 ounces.....\$13.50

Petite Junior sizes 5P, 7P, 9P, 11P, 13P. State size.

N31 H 8323F—Pearl white

N31 H 8324F—Light blue

Shipping weight 2 pounds 4 ounces.....\$13.50

MEASURE . . see charts on page 812



Pullover jumper with deep-v armholes has its own lamb's wool turtleneck pullover sweater with back neck zipper, long sleeves. Hand wash alone.

Juniors and Misses. Sizes 7-8, 9-10, 11-12, 13-14, 15-16. Please state correct size.

N31 H 8325F—Heather blue with camel tan

N31 H 8326F—Bittersweet red with camel tan

Shipping weight 2 pounds 4 ounces.....\$18.50

Tall Misses' sizes 12T, 14T, 16T, 18T. State size.

N31 H 8327F—Heather blue with camel tan

N31 H 8328F—Bittersweet red with camel tan

Shipping weight 2 pounds 4 ounces.....\$18.50

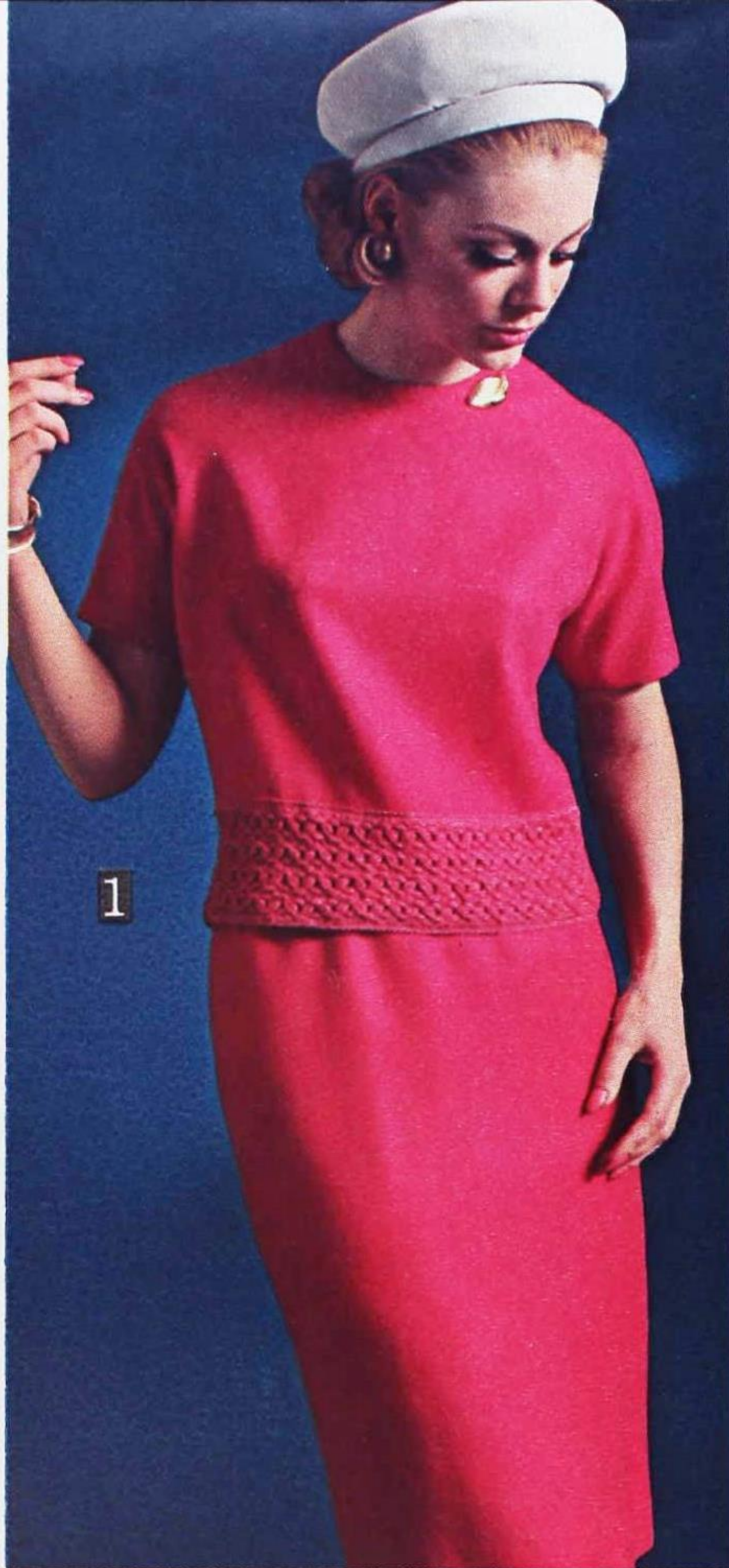
FASHION- WISE WOOLS

1 Overblouse story, in flannel. Back-zippered top with raglan sleeves is widely banded with matching-color wool braid. Skirt has elasticized waist. Dry clean. Pin is not included.

Misses' sizes 8, 10, 12, 14, 16, 18. Please state correct size.
V31 H 6273F—Bright rose
V31 H 6274F—Navy blue
Shipping weight 1 pound. . . . \$11.54

2 Jersey ease in a step-in sheath with elasticized waist; side-seam pocket. Self-covered buttons (extra included); stitch-accenting on collar, turn-back cuffs. Dry clean.

Misses' sizes 10, 12, 14, 16, 18, 20. Please state correct size.
V31 H 6271F—Light sage green
V31 H 6272F—Black
Shipping weight 1 lb. 1 oz. . . . \$11.84



3 Jumper duet, a texture pair. Pull-over shift is deeply slashed in front . . . looks great in boldly-woven black and white checks. Turtleneck black wool jersey blouse zips in back. Dry clean.

Misses' sizes 10, 12, 14, 16, 18. Please be sure to state size. Shipping weight 1 lb. 6 oz.
V31 H 6252F. . . . \$12.54

4 Flannel flair in a two-piece dress with white stitch accents. The skirt swings from a back-zippered acetate camisole. The smartly collared top buttons in back. Dry clean.

Misses' sizes 10, 12, 14, 16, 18.
V31 H 6254F—Heather gray
V31 H 6255F—Dark heather brown
Please be sure to state size. Shipping weight 1 lb. 2 oz. . . . \$11.84





1 Well-bred wool . . a crepe-textured dress with intricately box-pleated skirt. Back zipper. Dry clean. Emme Boutique hat sold on page 115. Pin sold on page 45.
Misses' sizes 10, 12, 14, 16, 18. State size.
N31 H 7756F—Green N31 H 7757F—Copen blue
Shipping weight 2 pounds 5 ounces.....\$15.84

2 Bold check dress, blouson-shaped. Lined from neckline to hips. Back zipper. Textured wool.
Misses' sizes 10, 12, 14, 16, 18. State size.
N31 H 7673F—Red and olive green
N31 H 7674F—Lilac and bright green
Shipping weight 2 pounds.....\$16.84

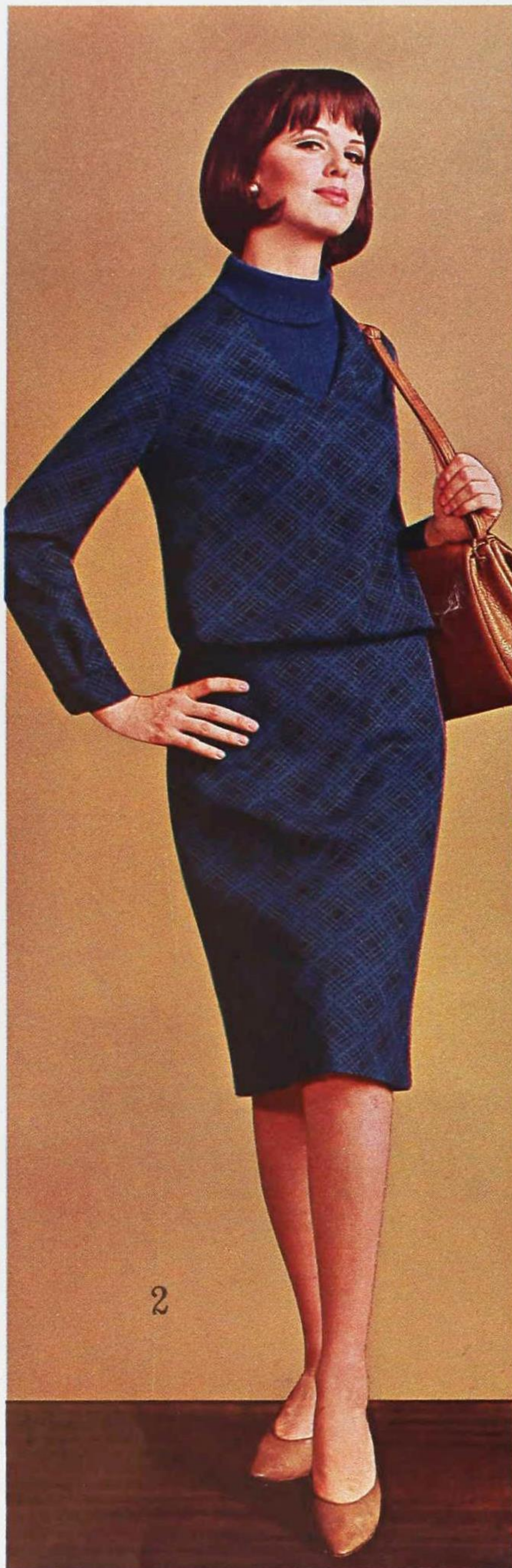
3 Potent pales . . three-piece outfit mixes a loopy textured jacket and skirt of 96% wool and 4% nylon with a rayon-and-silk shantung-weave blouse that buttons in back. Jacket facing, stitch-detailed collar and pocket flaps echo the blouse fabric. Skirt is lined, side-zippered. Dry clean. For hat by Betmar, see page 116.
Misses' sizes 10, 12, 14, 16, 18. State size.
N31 H 7754F—Winter white N31 H 7755F—Lt. pink
Shipping weight 2 pounds 10 ounces.....\$31.50

Chain-handled Bag . . so smart in lizard-grained vinyl. Rayon faille lining. Three pockets: 2 slip-in, 1 zippered. About 11x7x3 inches. 10% Fed. Exc. Tax included.
88 H 1195E—Cork tan 88 H 1196E—Black
88 H 1197E—Alabaster (oyster white)
Shipping weight 2 pounds.....\$8.97





1



2



3

SPIRITED KNITS

Keep their shape and imperturbable good looks whether you're jetting cross-continent or jotting down the club minutes

1 Three-piece Outfit. Jacket and skirt are double-knit cotton and acetate. Contrasting binding and applique trim on jacket. Skirt zips at side. Double-knit cotton overblouse buttons in back. Dry clean.

Misses' sizes 10, 12, 14, 16, 18, 20. State size. Shpg. wt. 1 lb. 9 oz.

V31 H 6256F—Heather brown with beige blouse.....\$12.54

V31 H 6257F—Dark heather gray with bright red blouse..... 12.54

2 Two-piece Blouson Dress. Double-knit cotton and acetate plaid. Top is elasticized at bottom, has hook opening at back neck. Skirt zips at side. Detachable rib-knit cotton pullover-dickey. Dry clean.

Juniors and Misses. Sizes 7-8, 9-10, 11-12, 13-14, 15-16, 17-18.

V31 H 6260F—Blue and charcoal gray plaid; blue dickey

V31 H 6261F—Red and charcoal gray plaid; charcoal gray dickey

State correct size. Shipping weight 1 pound 13 ounces..... \$12.54

3 Jumper and Blouse. Pullover-jumper of double-knit cotton has v-neck, deep v-armholes. Button-front blouse of single-knit cotton. Dry clean.

Juniors and Misses. Sizes 7-8, 9-10, 11-12, 13-14, 15-16.

V31 H 6286F—Rustic red jumper with pale gold blouse

V31 H 6287F—Medium blue jumper with light blue blouse

State correct size. Shipping weight 1 pound 6 ounces.....\$10.84

NUBBY TEXTURES

Rayon-and-acetate fashions steal the spotlight,
turn up everywhere looking as crisp as new money



Box-pleated dress with the well-turned-out look that goes anywhere. Front button trim. Plastic belt. Long back zipper. Dry clean.

Misses' sizes 12, 14, 16, 18, 20.
Shorter Women's sizes 14½, 16½, 18½, 20½, 22½. Please state correct size.
V31 H 6258F—Mocha brown
V31 H 6259F—Medium blue
Shipping weight 1 pound 8 ounces...\$11.54

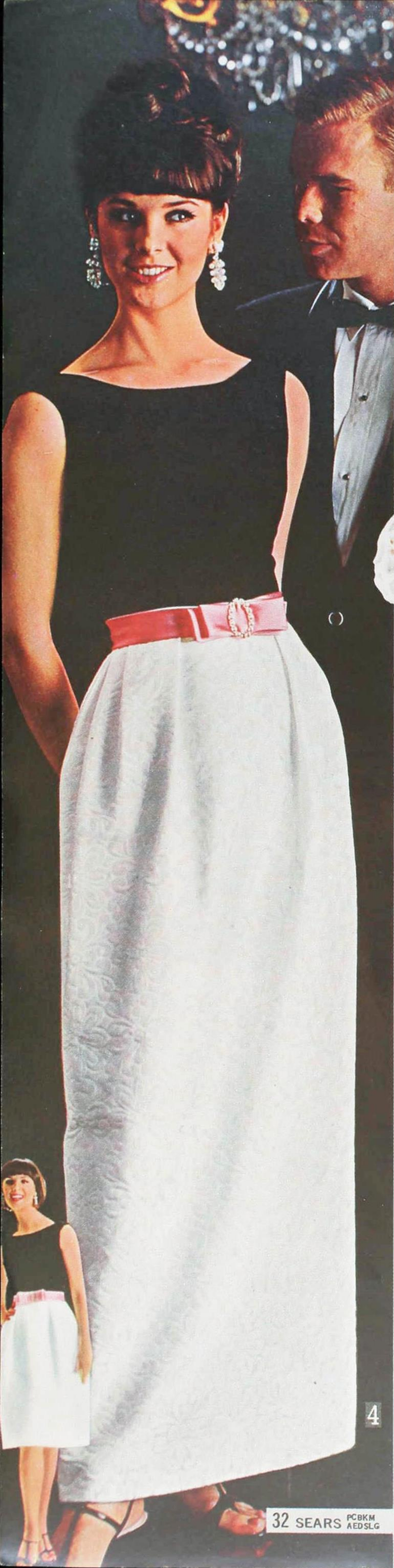
Shift. A beloved glen plaid, to wear belted or not. Detachable white linen-look rayon collar. Buttons to below waist. Dry clean.

Juniors and Misses. Sizes 7-8, 9-10, 11-12, 13-14, 15-16, 17-18.
Please be sure to state correct size.
V31 H 5536F—Black and white
V31 H 5537F—Deep red and black
Shipping weight 1 pound 2 ounces...\$9.84

Suitdress. A gentle beauty, likely to become the treasure of your wardrobe. Slim skirt zips at side, has back kick pleat. Dry clean.

Misses' sizes 12, 14, 16, 18, 20.
Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½. Please state correct size.
V31 H 6242F—Medium blue
V31 H 6243F—Medium mocha brown
Shipping weight 1 pound 6 ounces...\$10.84

Measure to be sure... to determine your correct size, see charts on page 812



1 Glamorous sheath dips to a "U" in back, with 2 bows and a long zipper. Black acetate and rayon crepe, fully lined. White nylon and acetate lace sleeves are overlaid with rayon ribbon. Dry clean.

Junior sizes 7, 9, 11, 13, 15. Misses' sizes 8, 10, 12, 14, 16. State size.
Shipping wt. 15 oz.
N31 H 7236F.....\$13.84

2 Sheath of rayon and silk shantung. Back zip. Lined except sleeves. Dry clean. Pin not incl. Junior sizes 7, 9, 11, 13, 15. Please state correct size.
N31 H 7229F—Bright rose
N31 H 7230F—Black
Shipping weight 14 oz...\$12.84

Petite Junior sizes 5P, 7P, 9P, 11P, 13P. Please state size.
N31 H 7231F—Bright rose
N31 H 7232F—Black
Shipping weight 14 oz...\$12.84

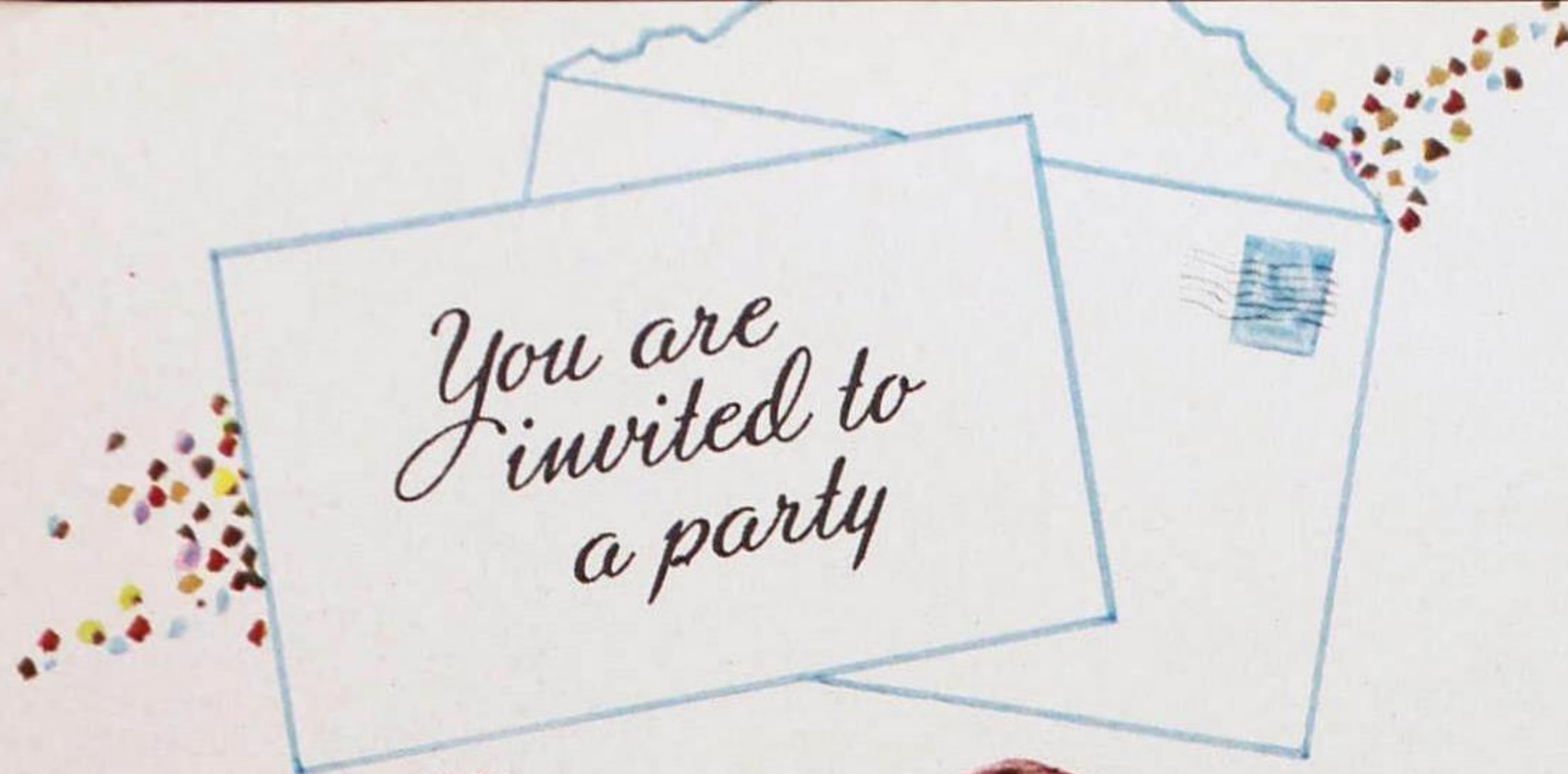
3 Dress with overshift. Acetate and rayon crepe sheath has spaghetti straps, is fully lined. The overshift is cotton lace. Each has a long back zipper closing. Dry clean.

Juniors and Misses.
Sizes 7-8, 9-10, 11-12, 13-14, 15-16. State size.
N31 H 8004F—Pale pink
N31 H 8005F—Black
Shpg. wt. 2 lbs.... \$16.84

4 Memory-making dress... sleeveless black rayon velvet bodice tops a skirt of richly brocaded white cotton and acetate. Rhinestone trim twinkles on belt of pink acetate satin. Fully lined. Long back zipper. Dry clean.

Juniors and Misses. Sizes 7-8, 9-10, 11-12, 13-14, 15-16. State size.
Floor length. Shpg. wt. 3 lbs.
N31 H 8000CF.....\$19.84

Street length. Shpg. wt. 2 lbs.
N31 H 8002CF.....\$17.84



Suit dress . . lovely, delicate-looking lace of acetate and nylon . . with scalloped edge on jacket, cuffs and skirt. A perfect choice for your most important occasions, day or evening. Fully lined with acetate taffeta. Skirt closes with back zipper. Dry clean.

Juniors and Misses. Sizes 7-8, 9-10, 11-12, 13-14, 15-16.
V31 H 6284F—Beige
V31 H 6285F—Med. open blue
State size. Shpg. wt. 15 oz. **\$12.84**

Slim sheath of lustrous, twill-back cotton velveteen. Empire waist is accented by a set-in bias band. Classically simple and flattering: just add your favorite accessories. Long back zipper opening. Dry clean. Pin not included.

Junior sizes 7, 9, 11, 13, 15.
Misses' sizes 8, 10, 12, 14, 16.
Please state correct size.
V31 H 6096F—Turquoise blue
V31 H 6097F—Red
Shipping weight 14 oz. . . . **\$11.54**

Full-skirted, brocaded cotton and acetate dress beautifully defines a small waist with its scalloped trim and bows. Back zip. Dry clean.

Junior sizes 7, 9, 11, 13, 15.
V31 H 6102F—Light blue
V31 H 6103F—Pale beige
State size. Wt. 1 lb. 9 oz. . . . **\$10.84**
Petite Junior sizes 5P, 7P, 9P, 11P, 13P. Please state size.
V31 H 6104F—Light blue
V31 H 6105F—Pale beige
Shipping weight 1 lb. 9 oz. **\$10.84**

Two-piece dress of brocaded acetate, topped with a misty rayon chiffon scarf. Sheath has long back zipper. Overblouse is lined, has back buttons. Dry clean.

Junior sizes 7, 9, 11, 13, 15.
Misses' sizes 8, 10, 12, 14, 16.
Please state correct size.
V31 H 6100 F—Green and blue with green scarf
V31 H 6101F—Bright royal blue tones with royal blue scarf
Shipping weight 1 lb. 1 oz. **\$12.84**

MEASURE AND BE SURE . . see measurement instructions and charts on page 812